



Nice Matters!

UPDATE ON TOWN TOPICS OF INTEREST/PROJECTS/OPPORTUNITIES

Presentation to Emerald Isle Real Estate Professionals
April 3, 2019

Randy Martin, Interim Town Manager

PROJECT/TOPIC OF INTEREST	Brief Description	Status
<p><i>Current Projects/Opportunities</i></p> <p>1 Limited Centralized Wastewater Treatment Systems for Village East & Village West</p>	<p>2017 Comprehensive Land Use Plan update included new policy language that promoted limited systems in Village East & Village West areas to promote quality redevelopment.</p>	<p>New plan to encourage private sector investment &/or public/private partnerships to emerge. Town has had preliminary conversations about potential use of wastewater as NC 58 irrigation source to improve maintenance of landscaping features. Use of any available wastewater capacity will permit mixed use development in these two designated zones w/ first floor commercial & residential above; Transportation Impact expansion is 1st project to use this concept.</p>
<p>2 Islander Drive Redevelopment</p>	<p>Town purchased abandoned go-kart track and bumper boat facility in June 2017 to clean up property, promote quality redevelopment in the Islander Drive area. Original plan contemplated a meeting and events center, however, ultimate goal is to promote redevelopment in this "downtown-like" area.</p>	<p>Town sold 1.8 acre tract for \$800,000 last year, Developer will combine 1.8 acres with adjacent 0.8 acre and construct ~ 30 mixed use residential /commercial units. Town will invest profit from land sale, grant funds & additional local dollars (~\$260k) in conjunction with developer financed infrastructure upgrades to improve streetscape & beach access to Islander Dr. & Western Ocean Regional Access.</p>
<p>3 Village East/Village West Development/Redevelopment Areas</p>	<p>Mixed use development regulations in the vicinity of Bogue Inlet Pier & Islander Drive areas. Flexible regs., higher densities allowed to encourage redevelopment. Most lucrative development opportunities available in EI by design.</p>	<p>Property owners/investors encouraged to contact Town Mgr or Planner for information/assistance if prospective project emerges. Town desires to work w/ interested parties to accommodate development interests. Village West project & Transportation Impact expansion are already planned & approved.</p>
<p>4 NC 58 Roundabout Concept Update</p>	<p>EI's first roundabout constructed at intersection of Mallard Drive and NC 58, funded by developer of new Publix grocery store. Roundabout constructed in lieu of new traffic signal to allow continuous flow of traffic, and also to enable Emerald Isle to become familiar with roundabouts for potential future replacement of existing traffic signals.</p>	<p>Appears to be functioning as intended, and includes attractive landscaping island & median area. Added benefit was use of area for Town Christmas tree location. NCDOT has targeted other potential NC 58 intersections @ possible roundabout locations (example Mangrove) while other stoplight locations will be problematic for a number of reasons. Case-by-case evaluation in coop. w/ NCDOT essential.</p>



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5 NC 58 "Downtown" Improvements	NCDOT currently evaluating significant NC 58 improvements between Welcome Center and US Post Office. Originally contemplated mini-roundabout and full-size roundabout, but now focused on lane improvements, new traffic signal, new streetscape, and potential median.	NCDOT meeting with Town officials and business owners to determine specific design. Construction scheduled for 2025, but likely to be expedited, and could occur within next 2 - 3 years if acceptable design is achieved.
6 Future NC 58 Intersection Improvements	NC 58 has recommended the replacement of existing traffic signals at Coast Guard Road, Emerald Plantation, and Mangrove Drive with new roundabouts to improve traffic flow. May also consider alternative traffic improvements for these signalized intersections. Historically, majority of Town residents have opposed widening of NC 58 including widening the bridge to 4 or 5 lanes thus NCDOT is pursuing incremental improvements to address traffic flow & safety needs.	The three intersections scored well in NCDOT planning and prioritization efforts. Are being ranked by NCDOT among regional priorities for future funding consideration and construction. The experience gained from the Publix roundabout is being evaluated and will be considered in the planning process as well.
7 Bicycle Path Maintenance	Town now has approximately 11 miles of asphalt dedicated bicycle paths along NC 58, Coast Guard Road, and Bogue Inlet Drive. Extremely popular, and perhaps most important recreational asset after beach and sound. Oldest segment now 14 years old.	Town staff working to place more emphasis on maintenance of bicycle path to maintain function, promote longevity, and maintain aesthetics. Some issues with asphalt edges cracking & grass encroaching are being addressed.
8 Future Lee Avenue Bicycle Path Need	Permanent residents in the Archers Creek/Sound Drive & Lee Avenue areas have identified need for improved ped & bike access & connectivity to "downtown" and beach areas.	Town has identified need to construct a new section of dedicated bicycle path in this area within the next few years. To be funded by combination of Town funds & fundraising proceeds like previous project.
9 Improved Pedestrian Crossings on NC 58	At Town's request, NCDOT funded installation of flashing beacons at key pedestrian crossing locations along NC 58. Submitted State funding request for 5 locations in 2017. Representative McElraft seeking State funding for these locations.	NCDOT currently installing first three locations at Waters Edge Mobile Home Park (east end), at the Town government complex & at Islander Drive. prior to tourist season this year. The Town is also interested in adding future crossings at Lee Avenue and Cedar Street. Other locations could be added if demand justifies future consideration and NCDOT criteria are met & they approve funding.



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10 NC 58 "Downtown Lighting & Banners	New decorative lighting installed along bicycle path & sidewalks in the "downtown" area and along sections of the NC 58 bicycle path from Welcome Center to Coast Guard Road. Goal to convert high pressure sodium to LED in phases.	1st phase funding in FY 18-19 to create more consistent lighting pattern & better illuminate area. In collaboration with CCEMC, a demonstration of the use of banners during the hurricane revealed that pole base upgrades needed to support banners. FY 18-19 funding approved for Spring-Summer install.
11 Olde Cove Road Golf Cart Path	New golf cart path to enable residents in Olde Cove subdivision to legally cross NC 58 and access public streets on the ocean side for travel to other destinations. Advisory Committee was appointed by the Board to consider options for improving facilities, access and regulatory considerations.	New path completed last year and has been used since. This was the first specifically designated golf cart path project constructed by the Town. It was funded 50% by the property owners in the Olde Cove subdivision. Town intends to consider other future golf cart paths to expand access for this popular program. Reserve fund created for funds.
12 Additional Golf Cart Access, Golf Cart Advisory Committee	Golf carts allowed to operate on all Town streets except for NC 58 and Coast Guard Road. Must secure Town permit. Golf carts not permitted on bicycle path. Must meet certain equipment requirements - seatbelts, lights, blinkers, etc. Must be 18 years of age to operate. Can cross over NC 58 and Coast Guard Road. Does not apply to "street-legal" golf carts with NC license plate, or to golf carts operated exclusively in private subdivisions.	Program has been well-received thus far. More than 800 permitted carts. Town has created several "golf-cart only" parking spaces, and will gradually add more in the future as demand rises and funds permit. Some areas geographically prohibited from using golf carts, and Town considering strategies to open additional areas while maintaining adequate public safety. Advisory Committee if focused on expanding access opportunities.
13 Future Coast Guard Road Golf Cart Connectivity Evaluation	Many permanent residents live in the Coast Guard Road area and many have golf carts. The Golf Cart Advisory Committee is evaluating options to create a dedicated golf cart path connection for the area back to the Reed Dr. area. All options need to be considered.	The committee hopes to present a recommendation to Bd of Commissioners in FY '19-'20 on options. Any project would be funded by a combination of Town funds and fundraising proceeds. This will be a challenging project logistically due to limited right-of-way, funding needed & safety considerations.



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PROJECT/TOPIC OF INTEREST

14 McLean-Spell Park Acquisition

Brief Description

Acquisition of last remaining large vacant tract of land (30 acres) in Emerald Isle, directly adjacent (across Archers Creek) to Town government complex. \$3 million purchase price, funded primarily by grant funding. Town to develop passive / active recreation park on the property in the future. Dog Park Advisory Committee site part of plan.

Status

Town secured \$2.545 million of Federal and state grant funding for acquisition, and contributed balance of funds necessary for land acquisition. Property conveyed to non-profit Conservation Fund of NC on behalf of Town in October 2017. Town formally acquired last year. Initial trail plan & clearing begun. Access bridge complete; ~ ten acres reserved for future active recreation activities, Dog park site identified, fund raising underway.

15 Dog Park Development Committee

Board appointed committee created to identify suitable location for a dog park. They have been meeting for the past year studying site options & discussing/pursuing fundraising activities and ideas to help fund EI's first dog park facility.

Town will likely utilize historical funding model whereby Town will match all fundraising efforts, and will construct new dog park on Town-owned property. Committee has identified suitable site in McLean Spell Park. Committee has begun raising matching funds for the project. A reserve fund has been set aside.

16 New Town EMS Department

Transition of former non-profit EMS provider to a Town department, similar to Police, Fire, and others. Number of paid staff and amount of public funding gradually increased over the past 17 years, and EMS now operates with fully paid staff and approximately \$600,000 of public funding.

Transition completed March 1, 2018 and EMS has been a Town Department since. First Town EMS Chief hired February, 2018 to manage the new department. Staff are now all Town employees. New department will have second full year city budget funded in the upcoming budget development process for FY 19-20 w/ replacement ambulance requested.

17 Consolidated Public Safety Facility
Planning/Design/Construction

Existing Fire Station 1 consists of a metal building constructed in the early 1990's, with the interior constructed by firefighters. EIFD in need of additional space & upgraded facilities. EMS facility is newer & located in close proximity to Station 1 site. Proposed new facility with existing EMS building incorporated into the design would house both Fire & EMS operations. Debt would be utilized to fund the project.

Proposal to plan & design joint facility for emergency service departments that meets emergency facility modern code standards with a portion of the facility functioning as an Emergency Operations Center (EOC) likely on 2nd floor with hardened structure design attributes. Town to consider design/build option for the project to control costs. If available site w/ accommodate, consider future feasibility of an option to add the Police Department in analysis.



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18 Fire Ladder Truck Replacement	Town has 4 large fire apparatus vehicles which includes 3 pumper trucks & 1 ladder truck. Town plans for 20 year life span for each truck with goal to replace a truck every 5 years in an attempt to stabilize annual expenditures. 1998 ladder truck is the next apparatus scheduled for replacement.	Ladder truck originally scheduled for replacement in FY 18-19, but delayed due to good condition of the truck & significant cost. New truck cost projected in FY 19-20 budget at \$1.2 million. Cost is included in 5 year capital improvement plan with purchase this coming fiscal year for FY 20-21 delivery after order.
19 Beach Access Walkway Replacements	Some beach walkways deteriorating from age. Town is working to replace at least 3 walkways per year as funds permit.	Four walkways were reconstructed last year. Three more included in current year budget, but hurricane disrupted plans, so projects delayed and will be considered for funding in FY 19-20.
20 Beach Nourishment Revenues	Town levies 4 cent tax rate on all oceanfront & inlet-front properties. Town also earmarks an additional \$400,000 annually in the General Fund for these activities. These sources generate nearly \$700k per year to be reserved for future beach nourishment projects. Carteret County levies 6% room occupancy tax on all rentals with 3% statutorily earmarked for beach nourishment on Bogue Banks.	Combination of these revenue sources should be sufficient to enable the Town & County to meet the future beach nourishment needs without issuing new debt well into the future. On average, \$2.2 million or more should be generated for the fund to meet EI's needs. With the subsidy from state grant for Phase 1 & the planned Phase 2, the financing picture looks much brighter.
21 Eastern EI Beach Nourishment Project (Phase 1)	Based on detailed beach profile survey data, Town identified area from the Indian Beach town line to Eastern Ocean Regional Access for the Phase 1 beach nourishment project. Over 600k cubic yards of sand pumped on shore along approximately 3 miles of beach in Phase 1; Phase 2 preliminary planning begun for remainder of EI beach; Phase 1 project includes additional sand lost as a result of Hurricane Florence impact.	Phase 1 project underway & w/ be complete 4/30/19; Phase 2 planned for fall-winter '19, depending upon FEMA hurricane funding. Town received \$5 million grant funding for Phase 1 from the new NC Coastal Storm Damage Mitigation Fund. Town's share of the Phase 1 \$21 million project is approximately 65%. Total FEMA estimate for renourishing all EI damaged areas is ~ \$46 million. If FEMA funding is not timely approved, Town will be challenged to do the rest of the Island's beaches as planned in '19-'20.



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22 Long-Term Beach Nourishment Plans/Programs (Phase 2)	Town continues collaboration with Carteret Co. & other Bogue Banks beach towns on long-term beach nourishment plans. Federal officials with BOEM has approved issuance of 50 year permit based upon an EIS effort coordinated by the County Beach Preservation Office with input & guidance from the Beach Commission. Town will complete beach nourishment projects on an as needed basis & include periodic realignment of Bogue Inlet channel w/ the use of dredged sand for beach nourishment.	New navigation channel location in center of Bogue Inlet complex appears to be holding up relatively well, with a few shoaling locations. Town will assemble new State-local funding partnership as necessary in the future, and may consider different dredging strategies in future. Beach Preservation Office w/ engineering assistance from Moffatt & Nichol is planning for bid process on Phase 2 nourishment project and has applied for and received approval of another state grant of \$15 million for Phase 2.
23 Beach Nourishment for The Point - Next Bogue Inlet Realignment	14 years since the Town relocated the main channel in Bogue Inlet approximately 3,500 feet west of The Point to relieve erosion pressure.	New channel has remained in stable location away from EI. New Channel is now approximately 1,300-1,500 linear feet from homes and infrastructure. Not a current major concern because The Point has experienced significant accretion and continues to remain in good condition. Town in early stages of planning for next inlet channel realignment which is tentatively planned for winter '21-'22.
24 Small-Area Storm Water Issues	Town staff have identified 13 different locations with small-area storm water issues. In all cases, water ponds for short duration before dissipating quickly.	Town has worked hard over past decade+ to resolve most significant storm water issues, and continues to gradually address small-area problems via small infiltration systems, small pump systems, or open infiltration basins.
25 Archers Creek Culvert Replacement	Existing corrugated metal culvert is ~ 40 years old; needs to be replaced. Town has preliminarily evaluated options to replace existing 60" pipe under Lee Avenue.	Town included some funding in FY 18-19 budget with hopes to bid & install culvert, but hurricane delayed plans. Project will soon be active again with goal to complete by fiscal year end 2020.
26 Broadband / Technology Access	Town seeking to improve broadband access, provide better internet connectivity to serve residents and meet peak season demands, promote remote work opportunities from Emerald Isle, and attract technology-dependent industry.	Town continues to learn more, promote initiatives with NC League of Municipalities, Carteret County Chamber of Commerce, and others. If someone can work from anywhere and live where they want to live, they probably would like to live at the beach!



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<i>2019 Summer Beach Season/Event Planning</i>		
1 Regional Beach Access Parking Fee	\$10 per day per vehicle parking fee at Western Ocean Regional Access and Eastern Ocean Regional Access only on Fridays, weekends & holidays from April-Sept. Free parking permits available for EI taxpayers and residents.	100% of parking fee revenues used to fund personnel and operating costs associated with the two access facilities. Goal is to insure high quality, clean, family-friendly beach visit experience. 2019 fees will begin May 17th due to impact of beach project. Town will also be contemplating weekday fees (perhaps \$5?) in the future.
2 EmeraldFest Summer Concert Series	Summer outdoor concerts at the Western Ocean Regional Access.	Every Thursday evening from mid-June to mid-August. 6:30 pm - 8:00 pm.
3 Lifeguards / Beach Patrol	Town utilizes 4 roving "mobile lifeguards" as Beach Patrol, and also has 1 fixed lifeguard at each of the two regional beach access facilities. All lifeguards are USLA certified.	Services begin in late May, and will continue through early September. Town added additional daily lifeguard in 2017, and will continue in 2019. Host family program being evaluated for future in an effort to improve program.
4 Police Presence on the Beach	Town maintains enhanced Police presence on the beach strand. Fixed officers during summer months at Bogue Inlet Pier and Western Ocean Regional Access, and greater presence at Eastern Ocean Regional Access. Also roving officer on ATV and other periodic patrols on beach strand.	Goal is to maintain "family beach" atmosphere. 2019 plans are similar to recent years. Beach Patrol promotes public safety and awareness.
5 Unattended Beach Equipment	Ordinance implemented in 2010 that requires unattended beach equipment to be removed daily, or subject to confiscation by Town personnel. Exception stickers for oceanfront owners only.	Will continue in 2019 season.
6 Hurricane Re-Entry Permits	Town uses permit system to allow property owners and residents to return to Emerald Isle before general public in event of significant damages that require prolonged closure of Emerald Isle.	All property owners previously issued free permanent re-entry permit. Permits should be transferred to new owner when property sold. Replacement or additional permits are available for \$25. Real estate agents should include this item on closing checklist.
7 Rip Current Education	Refrigerator magnets and brochures available for a small fee to improve public education.	Please contact EI Fire & Police for details. Other education efforts will be pursued this season also.



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<i>OTHER PROJECTS/ACTIVITIES</i>		
1 St. Patrick's Festival	Festival continues to be Emerald Isle's signature event for 28 years running, and better than ever!	2019 event was among the best events ever. The traditional start of the annual tourism season, and the key shoulder season event for EI.
2 EI Marathon, Half-Marathon, and 5K Races	Annual running races designed to raise funds for future bicycle path improvements, charity, and bring additional visitors to Emerald Isle in offseason.	Very successful 2019 event held on March 30th. Approximately 1,150 runners; expected that the \$30,000 goal was met for Bicycle Path projects as well as a similar amount for cancer charity donations. Races have become a key element of EI shoulder season events.
3 Emerald Isle Beach Music Festival	Reboot of popular festival from 1980s and 1990s aimed at creating fall festival / event in Emerald Isle to book-end the summer season. Specifically held on the beach strand. Part of Town's deliberate efforts to lure more visitors in the spring and fall.	First two new events held in August 2016 and September 2017, and were well-received. Estimated crowd of approximately 8,000 each year, and no significant issues. The 2018 event was scheduled for September 29th, but it was cancelled due to Hurricane. Event w/ return in '19.
4 Overall Aesthetic Appearance	Town places highest priority on overall aesthetic appearance to create desirable tourism destination, attract retirees and second homeowners, and provide high quality of life for permanent residents.	Significant Town staff efforts and resources devoted to NC 58 corridor (landscaping, bike paths and sidewalks, litter removal, sign enforcement, etc.). Many other features also important - proper maintenance, yard debris collection, appearance of Town facilities, etc.
5 1st Annual EI Fishing Tournament	New shoulder season event scheduled for Fall, 2019. Location will be at the EI boat ramp facility on Saturday with Captain's Party on Friday at the Islander Resort & Hotel in EI.	New annual event to begin September 20-21, 2019. Charity (ex. Scholarships) & maintenance dredging targeted as beneficiaries of funds raised. Another Advisory Committee planned event for off-season.



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Brief Description

Status

6 Public Information Efforts - Website, Email Newsletter, Facebook, Twitter, Emerald Isle App, Text Message Alerts

Town strives to make sure our residents, property owners, and visitors are well-informed about the Town's activities, issues, and events. Town communication efforts utilize social media platforms as a primary means of getting the words out to interested parties and for marketing purposes.

Comprehensive Town website in place. Town email newsletter now has approximately 10,123 subscribers. The Town's Facebook page has approximately 30,971 page "likes", and the Town has 5,454 Twitter followers at this time. The Emerald Isle App has approximately 8,735 downloads thus far, and 4,760 have subscribed to text message alerts.

7 Deer Management

Town efforts in recent years appear to be stabilizing the deer population in Emerald Isle. For 2017, NC WRC estimated a total population of 48 deer, the lowest total since the Town began keeping records in 2005.

No controlled deer hunt done in '18 or early '19. Town will update deer population information periodically, and conduct new controlled deer hunt in future as warranted.

8 Coyotes

Coyotes present in Emerald Isle, with known family units near The Point, boat ramp facility, Town govt complex, and other locations.

For the 3rd year, EIPD coordinated a voluntary coyote trapping program in winter '18-'19. This year 6 coyotes were removed. 3 year total of 32. Traps were set on select private properties upon request & on some Town properties.



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<p><i>Budget/Financial Matters</i></p> <p>1 FY '19-'20 Recommended Budget</p>	<p>Board & staff work session on budget planning and goal setting held in February. Interim Mgr. will recommend balanced budget in May, '19. Public hearing and adoption in June, '19.</p>	<p>Primary goal to keep property tax rates stable while ensuring financial stability and adequate reserves to operate. Meeting capital needs another priority, as well as, maintaining a qualified and capable team of professional staff. Town has low debt and some pent up demand will necessitate capital borrowing to meet major public safety needs on the near horizon.</p>
<p>2 Recommended Property Tax Rates</p>	<p>FY '19-'20 budget process well underway. The current General Fund tax rate is 15.5 cents (14 cents for general services and 1.5 cents for beach nourishment). Primary Benefit District rate (oceanfront and inlet-front properties only) expected to remain at 4 cents. The 14-cent rate for general services is 2nd lowest of all 21 NC beach towns. Other NC beach towns range from 12.75 cents to 51.1 cents. Town goal to keep the cost of local government as low as possible.</p>	<p>As noted, a top priority of the Board has been tax rate stability. No rate increase in several years. County revaluation of property delayed a year, so adjustment in tax rates will likely be delayed until impact is known. Capital needs also a key factor that will impact in next couple of years. Sales tax growth has deferred need for increases. Beach tax rates helped by success in getting state grant dollars to supplement city/county revenues. Mgr. w/ recommend rates in the budget process currently underway.</p>
<p>3 Total General Fund Budget</p>	<p>Town's annual budget for FY '18-'19 is \$10.67 million.</p>	<p>Other than property taxes, the Town's most important revenue source is sales tax. Most other revenues are relatively static. Town is cautious in controlling its expenditures and pursues creative approaches to leverage other outside dollars to the maximum extent possible to help keep local taxing efforts as low as practical while providing necessary quality services.</p>
<p>4 Town Debt Levels</p>	<p>Town has total outstanding debt of ~ \$1.323 million. Very low debt ratios.</p>	<p>Outstanding debt reflects result of 2013 re-financing, 2013 community improvements package, 2015 land acquisition and McLean-Spell Park acquisition. Annual debt service payments currently constitute ~ 6.2% of the operating budget. Future debt for emergency service equipment and an Emergency Operations Center will increase debt but remain well below policy maximums.</p>



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PROJECT/TOPIC OF INTEREST

5 5-Year Capital Replacement /
 Improvement Program

Brief Description

Town invests significant time and energy in long-range financial planning to insure that Town needs are met while maintaining a stable tax rate - future budget planning is a top priority with this year a milestone year.

Status

5-year plan is updated annually by the Board in conjunction w/ annual budget adoption. Ordering replacement Fire/EMS apparatus for subsequent year delivery is expected priority in FY '19-'20 plus the design & construction of a new Emergency Services facility to house Fire/EMS/EOC in phase 1.

6 Fund Balance

Town finances are healthy overall. General Fund balance is near policy minimum however. The Town's established policy minimum is 25% of the operating budget. Goal is to increase above policy minimum to provide cushion in emergencies or allow use for opportunities. FY '18-'19 projection is 24% or ~ \$2.38 million. By comparison Town has outstanding expenditures related to hurricane expense of \$2.4 million.

Key Town priority is achieving/maintaining a fund balance sufficient to buffer the Town considering the risk associated w/ hurricane events & the fiscal impacts on the operating fund. Also necessary to maintain is an adequate fund balance for future beach nourishment projects separate from the fund balance of the operating funds. The impact of the recent hurricane was \$2.4 million spent and was obviously a major stress on cash flow, but a state loan & grant of \$2.3 million relieved the pressure. This source may not always be available until FEMA reimbursements are received. Fund Balance is also an important factor used by financial institutions in assessing risk when the Town issues new debt which translates to lower interest rates on loans.